



Nixie Press Release

**NEWS RELEASE
FOR IMMEDIATE RELEASE
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JACKSBORO, TEXAS -The Jack County Department of Emergency Management is launching a new Community Information Service designed to deliver important and - timely information to residents in our area using the latest technology.

This service, created by Nixie, LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone.

Nixie is simple, trusted and available at no cost.

Residents of Jack County can now take advantage of Nixie! Nixie is a community information service that alerts you to public safety threats and community events via web, e-mail, and cell phone. Sign up at www.nixle.com to register.

Register now and learn more at www.nixle.com. Then share this new service with friends and neighbors to spread the word!

We are very excited to have you experience it for yourself.

Nixie is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and through Web access. Nixie is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

Mitchell Davenport, County Judge and Emergency Management Director, said, "This will take a while to develop a good database and will only reach the citizens who sign up but we think this has a real ability to assist in communication to our citizens of daily and emergency events."

For now, Jack County residents will be able to receive law enforcement-related information and county government information via Nixie. Channels providing other kinds of information are expected to be introduced in the future.

Craig Mitnick, the founder and CEO of Nixie, said Nixie differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. Nixie solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

"Nixie is a first-of-its-kind tool for communities that need to provide critical information to their residents," said Craig Mitnick, founder and CEO. "When it comes to public safety information, you have to trust the source. Residents of Jack County can rest easy that the local messages they receive are authentic."

About Nixle

Nixie is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects local agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixie has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. Privately funded Nixie, which has offices in New Jersey and California, is available at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.